

## INVOICE



**WKMG**  
**4466 N. John Young Pkwy**  
**Orlando, FL 32804**  
**TEIN: 06-0903509**  
**Main: (407)291-6000**  
**Billing: (407)521-1238**

http://www.local6.com

Billing Address:

**John McLaughlin & Associates**  
**Attention: Accounts Payable**  
**919 Prince Street**  
**Alexandria, VA 22314**

Send Payment To:

**WKMG**  
**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

Invoice #	Invoice Date	Invoice Month	Invoice Period
257721-1	09/30/12	September 2012	08/27/12 - 09/06/12

Station	Account Executive	Sales Office	Sales Region
WKMG	Kristen Waskie	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/RPOF 3 PACK/R/STR/I	RPOF/BROOKS,GOODSO	430

Flight Dates	Order #	Alt Order #
08/28/12 - 09/06/12	257721	06298405

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																						
1	09/03/12	09/06/12	Local 6 News 12-1230p	12-1230p	MTWT---	:30	4	\$800.00	NM																																																																						
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/03/12</td><td>09/09/12</td><td>MTWT---</td><td>4</td><td>\$800.00</td><td colspan="4"></td></tr> <tr> <td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate Type</td></tr> <tr> <td>3</td><td>WKMG</td><td>M</td><td>09/03/12</td><td>12:23 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> <tr> <td>4</td><td>WKMG</td><td>Tu</td><td>09/04/12</td><td>12:23 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> <tr> <td>1</td><td>WKMG</td><td>W</td><td>09/05/12</td><td>12:21 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> <tr> <td>2</td><td>WKMG</td><td>Th</td><td>09/06/12</td><td>12:12 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/03/12	09/09/12	MTWT---	4	\$800.00					Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type	3	WKMG	M	09/03/12	12:23 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM	4	WKMG	Tu	09/04/12	12:23 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM	1	WKMG	W	09/05/12	12:21 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM	2	WKMG	Th	09/06/12	12:12 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																										
	09/03/12	09/09/12	MTWT---	4	\$800.00																																																																										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type																																																																						
3	WKMG	M	09/03/12	12:23 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
4	WKMG	Tu	09/04/12	12:23 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
1	WKMG	W	09/05/12	12:21 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
2	WKMG	Th	09/06/12	12:12 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
2	08/28/12	08/31/12	Local 6 News 12-1230p	12-1230p	-TWTF--	:30	4	\$800.00	NM																																																																						
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>08/27/12</td><td>09/02/12</td><td>-TWTF--</td><td>4</td><td>\$800.00</td><td colspan="4"></td></tr> <tr> <td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate Type</td></tr> <tr> <td>1</td><td>WKMG</td><td>Tu</td><td>08/28/12</td><td>12:00 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> <tr> <td>2</td><td>WKMG</td><td>W</td><td>08/29/12</td><td>12:12 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> <tr> <td>4</td><td>WKMG</td><td>Th</td><td>08/30/12</td><td>12:26 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> <tr> <td>3</td><td>WKMG</td><td>F</td><td>08/31/12</td><td>12:21 PM</td><td>Local 6 News 12-1230p</td><td>12-1230p</td><td>:30</td><td>BBOR100TVFL</td><td>\$800.00 NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						08/27/12	09/02/12	-TWTF--	4	\$800.00					Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type	1	WKMG	Tu	08/28/12	12:00 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM	2	WKMG	W	08/29/12	12:12 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM	4	WKMG	Th	08/30/12	12:26 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM	3	WKMG	F	08/31/12	12:21 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																										
	08/27/12	09/02/12	-TWTF--	4	\$800.00																																																																										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type																																																																						
1	WKMG	Tu	08/28/12	12:00 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
2	WKMG	W	08/29/12	12:12 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
4	WKMG	Th	08/30/12	12:26 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
3	WKMG	F	08/31/12	12:21 PM	Local 6 News 12-1230p	12-1230p	:30	BBOR100TVFL	\$800.00 NM																																																																						
3	09/03/12	09/04/12	M-F 11p News	11-1135p	MT-----	:30	2	\$2,200.00	NM																																																																						
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/03/12</td><td>09/09/12</td><td>MT-----</td><td>2</td><td>\$2,200.00</td><td colspan="4"></td></tr> <tr> <td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate Type</td></tr> <tr> <td>2</td><td>WKMG</td><td>M</td><td>09/03/12</td><td>11:13 PM</td><td>M-F 11p News</td><td>11-1135p</td><td>:30</td><td>BBOR100TVFL</td><td>\$2,200.00 NM</td></tr> <tr> <td>1</td><td>WKMG</td><td>Tu</td><td>09/04/12</td><td>11:20 PM</td><td>M-F 11p News</td><td>11-1135p</td><td>:30</td><td>BBOR100TVFL</td><td>\$2,200.00 NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/03/12	09/09/12	MT-----	2	\$2,200.00					Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type	2	WKMG	M	09/03/12	11:13 PM	M-F 11p News	11-1135p	:30	BBOR100TVFL	\$2,200.00 NM	1	WKMG	Tu	09/04/12	11:20 PM	M-F 11p News	11-1135p	:30	BBOR100TVFL	\$2,200.00 NM																				
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																										
	09/03/12	09/09/12	MT-----	2	\$2,200.00																																																																										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type																																																																						
2	WKMG	M	09/03/12	11:13 PM	M-F 11p News	11-1135p	:30	BBOR100TVFL	\$2,200.00 NM																																																																						
1	WKMG	Tu	09/04/12	11:20 PM	M-F 11p News	11-1135p	:30	BBOR100TVFL	\$2,200.00 NM																																																																						

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

## INVOICE



Send Payment To:

**WKMG**  
**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

Invoice #	Invoice Date	Invoice Month	Invoice Period
257721-1	09/30/12	September 2012	08/27/12 - 09/06/12
Advertiser	Product	Estimate Number	
POL/RPOF 3 PACK//R/STR	RPOF/BROOKS,GOODSO	430	

http://www.local6.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	08/28/12	08/29/12	M-F 11p News	11-1135p	-TW----	:30	2	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -TW---- 2 \$2,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG Tu 08/28/12 11:03 PM M-F 11p News 11-1135p :30 BBOR100TVFL \$2,200.00 NM 1 WKMG W 08/29/12 11:36 PM M-F 11p News 11-1135p :30 BBOR100TVFL \$2,200.00 NM									
5	08/30/12	08/30/12	Republican Convention-Tu 10-11p		---1---	:30	1	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 ---1--- 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Th 08/30/12 11:20 PM Republican Convention-Th 10-11p :30 BBOR100TVFL \$6,000.00 NM									
6	09/01/12	09/01/12	7-9a Sat Early Show	7-9a	-----1-	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----1- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Sa 09/01/12 7-9a Sat Early Show 7-9a :00 \$400.00 NM See MG 6.2									
7	09/01/12	09/01/12	Sat Local 6 News at 6p	6-630p	-----1-	:30	1	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----1- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG Sa 09/01/12 5:59 PM Sat Local 6 News at 6p 6-630p :30 BBOR100TVFL \$550.00 NM									
8	09/02/12	09/02/12	CBS Sunday Morning	9-1030a	-----2	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----2 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG Su 09/02/12 9:30 AM CBS Sunday Morning 9-1030a :30 BBOR100TVFL \$1,500.00 NM 1 WKMG Su 09/02/12 10:00 AM CBS Sunday Morning 9-1030a :30 BBOR100TVFL \$1,500.00 NM									

Total Spots 16 Gross Total \$24,750.00

## Payment Terms 30 Days

Agency Commission \$3,712.50  
 Net Amount Due \$21,037.50

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.